

THE STATE OF AUTOMOTIVE QUARTER 3 RECAP | 2020

TOP NON-LUXURY BRANDS | In Order of Sales



Jeep

TOYOTA

CHEVROLET

HONDA

TOP LUXURY BRANDS | In Order of Sales



TESLA



Mercedes-Benz



LEXUS



Audi

SAAR increased to **16.3 million in September**, which was up from 15.2 million in August.

SUVs accounted for 50% of all new vehicle registrations through July in 2020.

DIGITAL MARKETING FOR THE AUTOMOTIVE INDUSTRY

- Forecasts for U.S. OTT subscribers increases to **207 million by the end of 2020**, which is 15 million more than was forecast in February 2020.
- Conversely, on the cable and satellite TV (Pay TV) side of things, that forecast has been downgraded as eMarketer is now expecting **U.S. Pay TV households to decline 7.5% to 77.6 million by the end of 2020**.
- Instagram and Snapchat have introduced new features to their platforms that mimic TikTok features. Instagram Reels have skyrocketed in popularity.

SOURCES *Data sourced in Q3 of 2020

<https://www.goodcarbadcar.net/>

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